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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/837,641	04/18/2001	Charles Beebe	M-9111 US	9108

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STALLMAN & POLLOCK LLP  
SUITE 2200  
353 SACRAMENTO STREET  
SAN FRANCISCO, CA 94111

EXAMINER
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NGUYEN, CHAU T

ART UNIT	PAPER NUMBER
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2176

DATE MAILED: 02/16/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

**Office Action Summary**

Application No.

09/837,641

Applicant(s)

BEEBE, CHARLES

Examiner

Chau Nguyen

Art Unit

2176

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 13 September 2004.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-3,6-9,12,17-19 and 22 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-3,6-9,12,17-19 and 22 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)  | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                                   | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

### DETAILED ACTION

1. Amendment, received on 09/13/2004, has been entered. Claims 4-5, 10-11, 13-16 and 20-21 are cancelled. Claims 1-3, 6-9, 12, 17-19 and 22 are presented for examination.

#### ***Claim Rejections - 35 USC § 103***

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1-3 and 6 are rejected under 35 U.S.C. 103(a) as being unpatentable over Nicolas et al. (Nicholas), US Patent No. 6,593,944, and further in view of Hewett et al. (Hewett), US Patent Application Publication No. US 2002/0104023, and also further in view of Bandera et al. (Bandera), US Patent No. 6,332,127.

4. As to claims 1-3, Nicolas discloses a method for defining a web page, the method comprising the steps of:

subdividing the web page into a plurality of panels (col. 10, line 54 – col. 11, line 21: dividing a web page into multiple sections (panels), where each panel is a fixed portion of the web page (col. 10, line 54 – col. 11, line 21: each section is referred as a frame and each frame on a web page is a separate web page), the entire web page viewable on a standard sized computer display (col. 11, lines 22-39: all frames (panels) of a web page can be displayed on a standard-sized electronic display device) and wherein at least one of the panels is sized for display on a targeted personal data assistant (PDA) (col. 11, lines 22-39 and col. 5, lines 33-55: displaying one frame (each panel) at a time on a small-sized electronic display such as a personal digital assistant);

defining one or more inserts for each panel, each insert renderable to produce code for the corresponding panel (col. 12, lines 7-60: a plurality of geometric frame identifiers 731A-731C (panels), and each geometric frame identifier corresponds to one of the plurality of frames (inserts));

Nicolas also discloses frame representation includes a plurality of geometric frame identifiers, and each of the geometric frame identifier corresponds to one of the plurality of frames (Abstract).

However, Nicolas does not explicitly disclose wherein for a first panel of the plurality of panels at least two inserts are defined for the first panel, and a first insert of the at least two inserts for the first panel provides for display of secure content, and is displayed only where a user has been authenticated, and a second insert of the at least two inserts provides for display of non-secure content and is displayed instead of the first insert, when a user has not been authenticated. Hewett discloses a system and

process for automatically controlling a displayed web page and associated frames displayed within a window of a web browser are secure or non-secure (Abstract). Hewett also discloses web component dynamically generates a secure web page, and further the web component then directs the calling web site to replace any non-secure frames with secure frames (pages 2-3, paragraphs [0014]-[0022]). It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of Hewett and Nicolas to include replacing any non-secure frames with secure frames so that end user would feel safe in sending confidential information such as credit numbers, or social security numbers over the Internet.

However, Nicolas and Hewett do not explicitly disclose wherein for a second panel of the plurality of panels at least two inserts are defined for the second panel and a first insert of the at least two inserts for the second panel is displayed when a user is determined to be from a first geographic region, and a second insert of the at least two inserts for the second panel is displayed when a user is determined to be from a second geographic region. Bandera discloses selecting an advertisement object to be displayed within a Web page requested by a user based on the geographic location of the user (Abstract). Bandera also discloses changing content within a Web page object based on changes in geographic location of the user (col. 3, lines 4-12), and replacing the displayed advertising object with a different advertising object based on geographic location of the user (col. 9, lines 2-13). It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of Bandera and Nicolas and Hewett to include different insert of advertisements are displayed

Art Unit: 2176

based on geographic region of the user to enhance the efficacy of advertising to users accessing the Web.

5. As to claim 6, Nicolas, Hewett, and Bandera (Nicolas-Hewett-Bandera) disclose wherein at least some of the inserts are user-specific (Nicolas, col. 12, line 45 – col. 13, line 19).

6. Claims 7-9, 12, 17-19, and 22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Nicolas, US Patent No. 6,593,944, (Hewett), US Patent Application Publication No. US 2002/0104023, and Bandera et al. (Bandera), US Patent No. 6,332,127 as discussed in claims 1-3 and 6 above, and further in view of Austin, US Patent No. 6,701,315.

7. As to claims 7 and 17, Nicolas discloses a method for responding to a request for a web page, the method comprising the steps of:

retrieving a definition corresponding to the requested web page, the definition describing locations for of one more panels included in the web page (col. 10, lines 19-40, col. 11, line 52 – col. 13, line 9: a user requests to view a web page, retrieving an HTML file reveals that the desired web page include a frame layout (definition), which includes plurality of geometric frame identifiers (panels) ;

selecting from at least two inserts for a first panel for the web page based on the definition (col. 13, lines 20-54: a user selects a geometric frame identifier (panel), which

Art Unit: 2176

includes a number and a brief description , the brief description can correspond to a name associated with the corresponding frame, whereas the name can be extracted from the HTML file of the desired web page);

rendering the selected panels to produce code for the web page (col. 13, lines 20-54); and

returning the code (col. 13, lines 20-54).

However, Nicolas does not explicitly disclose wherein for a first panel of the plurality of panels at least two inserts are defined for the first panel, and a first insert of the at least two inserts for the first panel provides for display of secure content, and is displayed only where a user has been authenticated, and a second insert of the at least two inserts provides for display of non-secure content and is displayed instead of the first insert, when a user has not been authenticated. Hewett discloses a system and process for automatically controlling a displayed web page and associated frames displayed within a window of a web browser are secure or non-secure (Abstract). Hewett also discloses web component dynamically generates a secure web page, and further the web component then directs the calling web site to replace any non-secure frames with secure frames (pages 2-3, paragraphs [0014]-[0022]). It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of Hewett and Nicolas to include replacing any non-secure frames with secure frames so that end user would feel safe in sending confidential information such as credit numbers, or social security numbers over the Internet.

However, Nicolas and Hewett do not explicitly disclose wherein for a second panel of the plurality of panels at least two inserts are defined for the second panel and a first insert of the at least two inserts for the second panel is displayed when a user is determined to be from a first geographic region, and a second insert of the at least two inserts for the second panel is displayed when a user is determined to be from a second geographic region. Bandera discloses selecting an advertisement object to be displayed within a Web page requested by a user based on the geographic location of the user (Abstract). Bandera also discloses changing content within a Web page object based on changes in geographic location of the user (col. 3, lines 4-12), and replacing the displayed advertising object with a different advertising object based on geographic location of the user (col. 9, lines 2-13). It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of Bandera and Nicolas and Hewett to include different insert of advertisements are displayed based on geographic region of the user to enhance the efficacy of advertising to users accessing the Web.

However, Nicolas, Hewett and Bandera do not explicitly disclose retrieving a profile corresponding the user requesting the web page. Austin discloses when a user request information or a web page, determining a preferred delivery medium from the user's profile which containing an indication of a preferred delivery medium (col. 12, lines 26-39). Thus, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of Austin and Nicolas-Hewett-Bandera to include retrieving a profile corresponding the user requesting the web page.



Art Unit: 2176

By retrieving the profile corresponding the user requesting the web page, it provides verifying that the information was delivered in the correct medium specified in the profile.

8. As to claims 8 and 18, Nicolas-Hewett-Bandera-Austin disclose wherein each panel is sized for display on a targeted personal data assistant (PDA) (Nicolas, col. 11, lines 22-39 and col. 5, lines 33-55: displaying one frame (each panel) at a time on a small-sized electronic display such as a personal digital assistant).

9. As to claims 9 and 19, Nicolas-Hewett-Bandera-Austin disclose wherein each panel is sized so that a series of panels may be simultaneously viewed on a standard sized computer display (Nicolas, col. 11, lines 22-39: all frames (panels) of a web page can be displayed on a standard-sized electronic display device).

10. As to claims 12 and 22, Nicolas-Hewett-Bandera-Austin disclose wherein at least some of the inserts are user-specific (Nicolas, col. 12, line 45 – col. 13, line 19).

***Response to Arguments***

11. Applicant's arguments and amendments received on 09/13/2004 have been fully considered but they are not deemed fully persuasive. Applicant's arguments with respect to claims 1-3, 6-9, 12, 17-19 and 22 have been considered but are moot in view of the new ground(s) of rejection as explained here below, necessitated by Applicant's substantial amendment (i.e., wherein for a first panel of the plurality of panels at least two inserts are defined for the first panel, and a first insert of the at least two inserts for the first panel provides for display of secure content, and is displayed only where a user has been authenticated, and a second insert of the at least two inserts provides for display of non-secure content and is displayed instead of the first insert, when a user has not been authenticated; and wherein for a second panel of the plurality of panels at least two inserts are defined for the second panel and a first insert of the at least two inserts for the second panel is displayed when a user is determined to be from a first geographic region, and a second insert of the at least two inserts for the second panel is displayed when a user is determined to be from a second geographic region ) to the claims which significantly affected the scope thereof.

**THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Chau Nguyen whose telephone number is (571) 272-4092. The examiner can normally be reached on 8:00 am – 5:00 pm Mon-Fri.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Joseph Feild, can be reached on (571) 272-4090. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for

Art Unit: 2176

published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Chau Nguyen  
Patent Examiner  
Art Unit 2176

  
**JOSEPH FEILD**  
**SUPERVISORY PATENT EXAMINER**